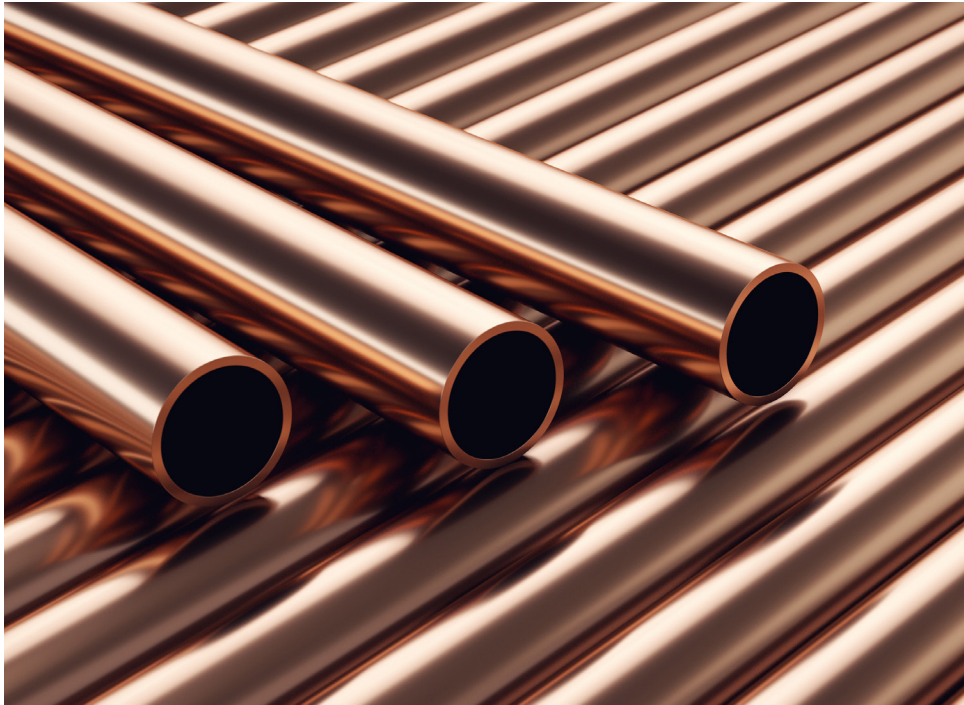


# BRAND GUIDELINES



CopperPoint is the only home services investment company with a dual focus on your legacy and your leadership. CopperPoint acquires and invests in plumbing, heating, air and electrical companies, helping leadership teams exponentially grow their people and potential.



Founded by a Nexstar Master Trainer, a seasoned financier, and 1248 Holdings, a highly successful and entrepreneurial Family Office, CopperPoint has the talent, knowledge, and financial backing to maximize the potential of your business.

## PRIMARY LOGO



The orange horizontal CopperPoint logo is the primary logo to be used in all general situations. The color options below can be used in situations where the orange logo does not work, such as on an orange background.

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## PRIMARY LOGO - ALTERNATE COLORS



Dark Green



Light Green



Black



White

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## CP ICON

The CP icon can be used when the full CopperPoint logo has already been presented previously in the same document, presentation, image, etc. It can be used as a decorative element, signature, stamp, etc.



## LOGO CLEAR SPACE

When using the logo, ensure that there is enough clear space around the logo. This will provide clear legibility and brand recognition. No other graphic elements (text, photos, icons, logos, etc.) should infringe upon this space.

The minimum clear space is illustrated below by the X.



X = ideal clear space

## LOGO MINIMUM SIZE

In order to ensure legibility of the logo, do not reproduce the logo smaller than 1.5" wide.

1.5 inches



## LOGO MISUSE

Proper use of the CopperPoint logo is essential for maintaining and protecting the brand. The examples below illustrate misuse of the CopperPoint logo.



Do not stretch the logo



Do not distort the logo



Do not retype the logo



Do not recolor the logo



Do not outline the logo



Do not add shadows or glows to the logo



Do not place the logo on a low-contrast or busy background

# LOGO CO-BRANDING

There may be situations where the CopperPoint and 1248 Holdings logos need to be paired, or the CopperPoint logo should appear with a partnering company. When displaying the CopperPoint logo with another logo, both logos should appear visually equal to each other. Optionally, use a straight vertical black line to separate the logos. Give logos appropriate space when placed next to each other, illustrated below by the “x.”



# PRIMARY COLOR PALETTE

<p>Pantone 471 C</p> <p>C=20 M=66 Y=100 K=6</p> <p>R=193 G=106 B=41</p> <p>#bb6125</p>	<p>Pantone 446 C</p> <p>C=71 M=55 Y=65 K=48</p> <p>R=56 G=67 B=60</p> <p>#38433c</p>	<p>Black</p> <p>C=100 M=100 Y=100 K=100</p> <p>R=0 G=0 B=0</p> <p>#000000</p>	<p>Pantone 5575 C</p> <p>C=0 M=0 Y=0 K=0</p> <p>R=255 G=255 B=255</p> <p>#ffffff</p>
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The orange and dark green can be used for headlines, backgrounds, or accent colors.

# SECONDARY COLOR PALETTE

<p>Pantone 5575 C</p> <p>C=48 M=25 Y=38 K=0</p> <p>R=140 G=166 B=158</p> <p>#90aba0</p>
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The light green can be used on elements that live on top of dark green or black backgrounds.

## PRIMARY FONTS

### FM BOYLAR SANS PRO 700

FM Boylar Sans Pro 700 is best used in large headlines. Do not use this text for body copy.

### Neutra Text Bold

Neutra Text Bold works great for subheadlines or for accenting specific words.

### Neutra Text Book

Neutra Text Book can be used for body copy.

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## SECONDARY FONTS

*Neutra Text Book Italic*

Neutra Text Light

**Neutra Text Demi**

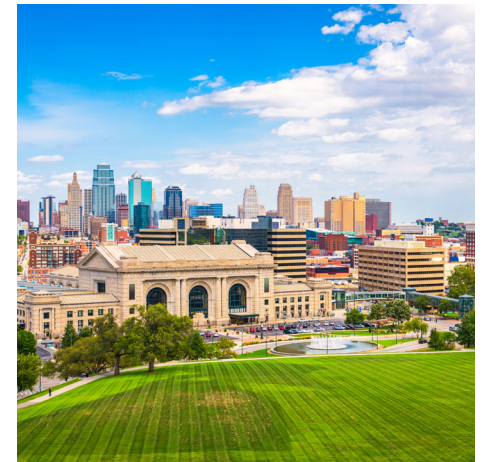
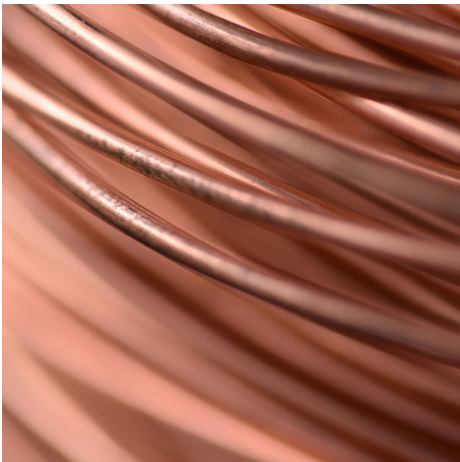
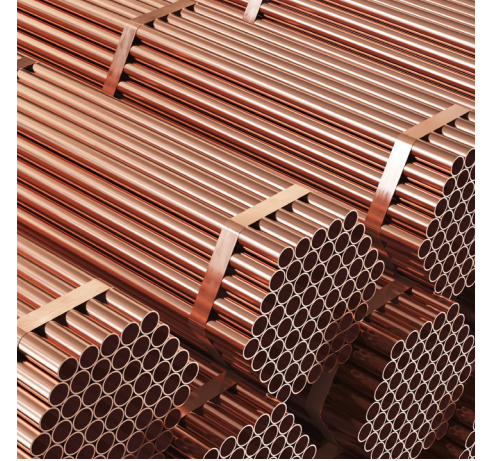
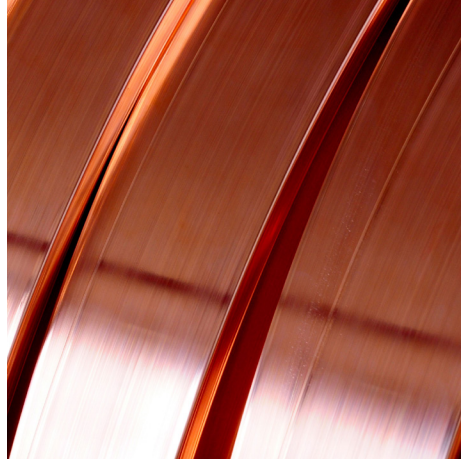
## MICROSOFT FONTS

Arial Regular

**Arial Bold**

# PHOTOGRAPHY

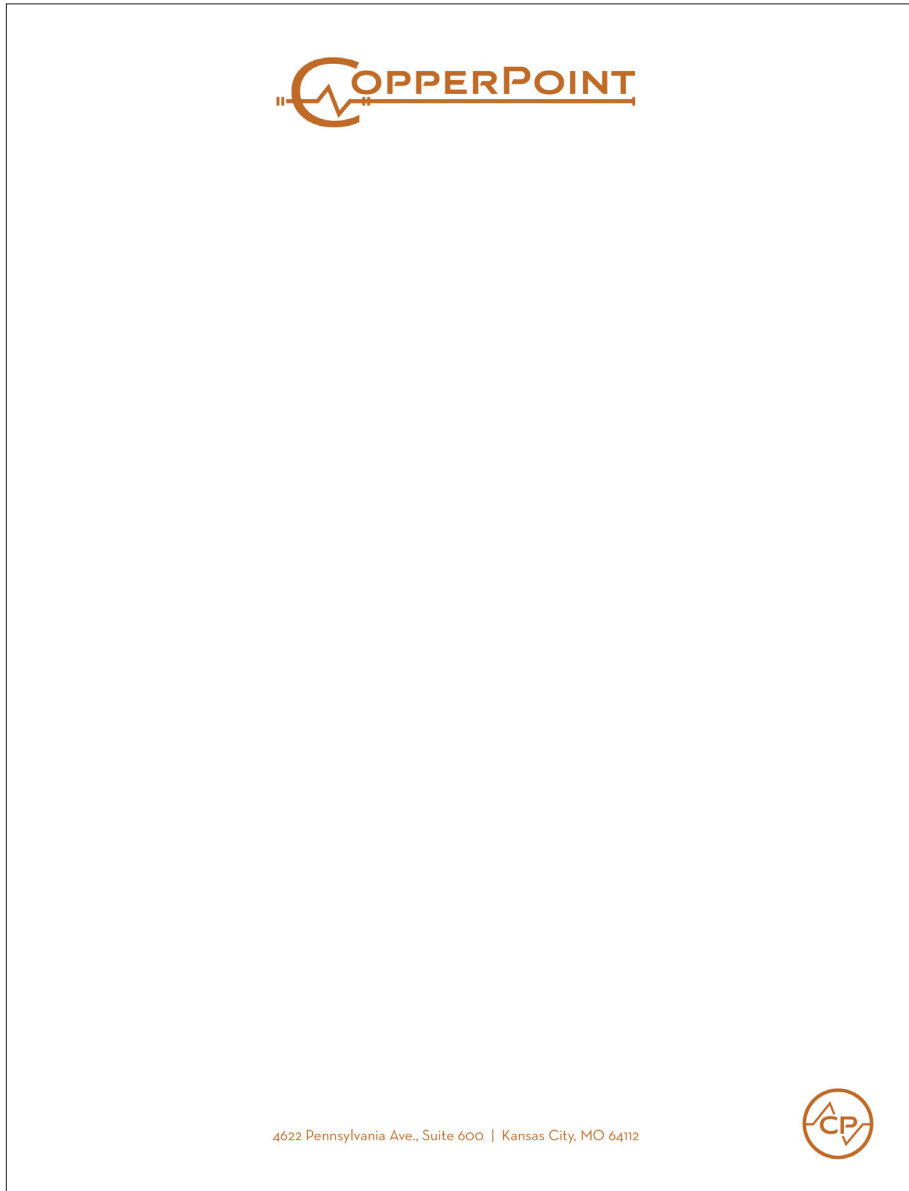
Use copper or Kansas related stock imagery. These photos have been purchased from Shutterstock. Contact CopperPoint to use these photos.





# COLLATERAL & TEMPLATES

Corporate templates have been created and approved by leadership—including all titles, content, and format. Contact CopperPoint for access to letterhead, signatures, or other templates.



Letterhead



Business Cards



Envelope

Notecard

# EMAIL SIGNATURES

Contact Amanda Burnett (amanda@12-48.com) for access to the official word document layout for Outlook email signatures. Below is a sample of how the signatures should look.

**BRODERICK JOYCE**

Broderick@CopperPointco.com

| 913.617.7434



| 4622 Pennsylvania Ave, Suite 600  
Kansas City, MO 64112

□

Email Signature Sample

# CONTACT:

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Human Resources

D | 913.937.3167  
E | amanda@12-48.com

4622 Pennsylvania Ave.  
Suite 600  
Kansas City, MO 64112

